Amendments to the Claims:

1.   (Previously Presented) A system for providing discretionary viewing control in displaying image data, comprising:

a display for displaying image data, the display comprising a plurality of pixels; and

an integrated circuit in connection with said display for processing said image data, wherein, for each of the plural pixels, said image data comprises at least first and second portions of image data that are linked together, the first portion including payload data and the second portion including metadata, wherein said payload data comprises content for the pixel and said metadata comprises a value selected from a predefined set of values which classifies the pixel independently from the other pixels, whereby, because each of the processable pixels are individually classified according to a particular metadata value selected from the predefined set of values, said integrated circuit is able to perform operations on individual pixels based on their metadata, said integrated circuit comprising:

a filter for obscuring the content of only a plurality of pixels that has a metadata value that exceeds a discretionary threshold value without preventing the display of the content of the remaining plurality of pixels that does not have a metadata value that exceeds the discretionary threshold value.

2.   (Canceled)

3.   (Previously Presented) A method for providing discretionary viewing control in displaying image data, comprising the steps of:

providing a display comprising a plurality of pixels;

receiving image data;

wherein, for each of the plural pixels, said received image data comprises at least first and second portions of image data that are linked together, the first portion including payload data and the second portion including metadata,

wherein said payload data comprises content for the pixel and said metadata comprises a

metadata value selected from a predefined set of values which classifies the pixel independently from the other pixels;

supplying said received image data to an integrated circuit in connection with the display;

processing the content for each respective pixel based on the metadata value of each respective pixel;

obscuring the content of only a plurality of pixels that has a metadata value exceeding a discretionary threshold value, and

displaying the content of the remaining plurality of pixels that do not have a metadata value exceeding the discretionary threshold value.

4.   (Canceled)

5.   (Previously Presented) The method of claim 3, wherein the display is a display on a wireless terminal, and the step of supplying image data to the display comprises supplying said image data to the display on the wireless terminal.

6.   (Withdrawn) A method for metering visibility of an advertisement, comprising:
providing a display with a plurality of pixels;
receiving data,

said received data including at least first and second portions of data that are linked together, the first portion including payload data and the second portion including metadata,

said payload data providing content to each of the plurality of pixels of the display independently, and said metadata identifying each respective pixel of the display independently, said identifying comprising classifying each respective pixel according to a particular metadata value selected from a predefined set of values;

supplying said received data to an integrated circuit in connection with the display;

processing the content for each respective pixel based on the identification of each respective pixel; and

periodically metering the number of pixels classified as advertisement by the metadata.

7.   (Withdrawn) The method of claim 6, wherein the metering step comprises determining an advertising fee to charge to the advertiser based on the metering of the displayed portion of the advertisement.

8.   (Withdrawn) The method of claim 7, wherein the advertisement comprises a portion that is not displayed, and the method further comprises charging the advertising fee based on the metered number of pixels that display the pixels classified as the advertisement multiplied by the length of time that the pixels classified as the advertisement are displayed without charging for the portion of the advertisement that is not displayed.

9.   (Withdrawn) A method for providing an incentive to a player of a game, comprising;
        providing a display having a plurality of pixels;
        supplying data to an integrated circuit in connection with the display,
        said data including at least first and second portions of data that are linked together, the first portion including payload data and the second portion including metadata,
        said payload data providing content to each of the plurality of pixels of the display independently, and said metadata identifying each respective pixel of the display independently, said identifying comprising classifying each respective pixel according to a metadata value selected from a predefined set of values;
        processing the content for each respective pixel based on the identification of each pixel;
        opening a non-game item in response to a player activation of any of the pixels specified belonging to a non-game class; and
        awarding a reward to the player upon viewing the non-game item.

10.   (Withdrawn) The method of claim 9, wherein the non-game item comprises an advertisement.

11.   (Withdrawn) The method of claim 10, wherein the step of awarding the reward comprises increasing the reward awarded based on the total number of the pixels classified as the

advertisement as identified by the metadata.

12.   (Withdrawn) The method of claim 10, wherein the step of awarding the reward comprises increasing the reward awarded based on the length of time the pixels display the advertisement as identified by the metadata.

13.   (Withdrawn) The method of claim 9, wherein the game is a game played collaboratively by at least two players on the Internet.

14.   (Previously Presented) An image data frame to be processed in an integrated circuit and displayed pixel-wise, comprising:

for each of a plurality of pixels in said image data frame, at least first and second portions of image data that are linked together, the first portion comprising payload data and the second portion comprising metadata;

wherein said payload data comprises content of the pixel independently, and said metadata comprises a metadata value selected from a predefined set of values, which classifies the pixel independently from the other pixels;

whereby, because each pixel is individually classified according to a particular metadata value selected from the predefined set of values, the content of only a plurality of pixels that has a metadata value that exceeds a discretionary threshold value is obscured from the user's view without preventing the display of the content of the remaining plurality of pixels that does not have a metadata value that exceeds the discretionary threshold value.

15.   (Previously Presented) The image data frame of claim 14, wherein the content comprises multiple channels of content.

16.   (Previously Presented) The system of claim 1, wherein the integrated circuit comprises:

means for determining a display metric, said display metric being the result of multiplying the number of pixels having a certain metadata value by the amount of time those pixels are visible

on the display.

17. (Previously Presented) The method of claim 3, further comprising the step of:

determining a display metric, said display metric being the result of multiplying the number of pixels having a certain metadata value by the amount of time those pixels are visible on the display.

18. (Previously Presented) The image data frame of claim 14, wherein the payload data comprises a red channel, a blue channel, a green channel, a Z-buffering channel, and an alpha channel.

19. (Previously Presented) A system for displaying visual objects comprised of pixels, comprising:

a processing means for receiving an image data frame comprising a plurality of pixels which, in turn, comprise one or more visual objects, wherein a plurality of contiguous bits in the image data frame comprises pixel data for a single pixel, wherein the pixel data comprise a content field and a metadata field for the single pixel, wherein the metadata field comprises a value from a predefined set of metadata values, and wherein the metadata value indicates that the single pixel is part of a visual object within a particular category, said processing means comprising:

means for identifying pixels which comprise a visual object by their metadata fields;

wherein, because the pixels comprising an individual visual object can be identified within the image data frame, certain operations can be performed by the processing means only on the pixels forming an individual visual object separate from the pixels forming the remaining visual objects in the visual field.

20. (Previously Presented) The system of claim 19, wherein the processing means comprises hardware, software and/or firmware.

21. (Previously Presented) The system of claim 19, wherein the processing means

comprises a graphics board, a browser of markup language documents, and/or an e-mail program.

22.   (Previously Presented) The system of claim 19, wherein the particular categories comprise violent content, pornographic content, and advertisements.

23.   (Previously Presented) The system of claim 19, wherein the processing means further comprises:

a filter for one of blocking and/or obscuring a visual object by obscuring each of a plurality of pixels forming said visual object, wherein each of the plural pixels forming said visual object has a metadata value which indicates that its pixel is part of a visual objects which must be blocked and/or obscured.

24.   (Previously Presented) The system of claim 19, wherein the processing means further comprises:

a meter for determining a display metric, said display metric being the result of multiplying the number of pixels having a certain metadata value by the amount of time those pixels are visible on a display.

25.   (Previously Presented) The system of claim 1, wherein obscuring the content of only a plurality of pixels comprises at least one of blurring, scrambling and displaying the pixels as black, showing only silhouette.

26.   (Previously Presented) The method of claim 3, wherein obscuring the content of only a plurality of pixels comprises at least one of blurring, scrambling and displaying the pixels as black, showing only silhouette.

27.   (Previously Presented) The image data frame of claim 14, wherein obscuring the content of only a plurality of pixels comprises at least one of blurring, scrambling and displaying the pixels as black, showing only silhouette.

28.   (Previously Presented) The system of claim 19, wherein certain operations performed by the processing means only on the pixels forming an individual visual object comprises at least one of blurring, scrambling and displaying the pixels as black, showing only silhouette.

29.   (Original) A computer-readable medium for providing discretionary viewing control in displaying image data, the computer-readable medium being encode with a computer program, the computer program comprising:

program code for providing a display comprising a plurality of pixels;

program code for receiving image data;

program code for supplying said received image data to an integrated circuit in connection with the display;

program code for processing the content for each respective pixel based on the metadata value of each respective pixel;

program code for obscuring the content of only a plurality of pixels that has a metadata value exceeding a discretionary threshold value, and

program code for displaying the content of the remaining plurality of pixels that do not have a metadata value exceeding the discretionary threshold value;

wherein, for each of the plural pixels, said received image data comprises at least first and second portions of image data that are linked together, the first portion including payload data and the second portion including metadata; and

wherein said payload data comprises content for the pixel and said metadata comprises a metadata value selected from a predefined set of values which classifies the pixel independently from the other pixels.